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July 1, 1995

Dear Sophia and Jack,

I want to thank you again for our remarkable conversation Tuesday morning. I was quite surprised by your receptiveness. As a result of your perceptive questions, I've taken an opportunity to rethink several of my financial and strategic assumptions. In the course of day to day operations, opportunities like these are quite rare. Thank you, again.

The new issue of magazine will give you a direct understanding of the focused, upmarket moves we are making. *Whole Earth Review*, building on the ***Catalog*** for momentum, is reasserting itself as a strong positive cultural force.

The purpose of the Point Foundation is to identify and promote useful tools books and ideas in order to accelerate the expansion of human effectiveness. In general, we maintain a relative political neutrality believing that this culture solves it's problems best when there is a level playing field. We work hard to take the tools we find to the culture as a whole. Our maxim is "Find solutions, not blame." We champion individual action for the collective good.

There are several areas that we could pursue. In general, I'd describe them as advertising, grantable projects and financing. I'll define each opportunity in those categories. The attached document, *Point Foundation: 1994 Plans and Projects* provides further explicit detail on each of the opportunities.

Advertising

a. Millennium Whole Earth Catalog
   - One advertising position remains...the inside back cover. We can offer a flat price of $195/M or a performance based contract

b. Whole Earth Review
   - We are soliciting advertisers at a rate of $1800/full page ($45/M). Performance based contracts are also available

c. Other opportunities
   - Over the next year, we will start two new publications: Point: The Quarterly and Kidzlab: The Magazine. Both of these projects reach your target customer base. Ad rates and schedules remain to be determined.

   - The Whole Earth Review Radio Show is currently in production. A public radio program, the show is targeted to the Marketplace / All Things Considered Audience. Sponsorship positions are available. To complete the pilots, we need an additional $22,500 in funding.

   - We are in the early stages of negotiation on a Film/TV project. Clearly, advertising and sponsorship opportunities will be available in the late fall.

Grantable Projects

a Kidzlab
- Kidzlab is an ongoing alternative education demonstration project sponsored by Point at our offices. It's ideals include: the elimination of ageism, the celebration of independent learning; the integration of education and the workplace; the importance of technical experience for young women; and the importance of 'on the job' learning of project skills. Currently, we ave 15 children enrolled. On July 5th, we will add a component of five additional inner city children.

  Kidzlab has an annual budget of $100K. We could use sponsorship.

b. Library
- We are formalizing the Point Foundation Library. A collection of all reviewed material from the enterprise and early working papers, the Library is a resource worth preserving and strengthening. We imagine an evolution to a national research facility.

c. Library Fellows Program

- Beginning in August, we will be offering week long fellowships to critical thinkers. A fellowship consists of an all expenses paid stay in the living quarters at the Library. Solitude in the garden coupled with proximity to the passion at Point are the benefits we offer our fellows. We expect rent in the form of a 1000 word essay from each of our fellows.

  The Fellows Program budget is $72K per year.

d. Further Institute
- The Further Institute is charged with developing a cross-disciplinary network of 250 Bay Area / 750 International thinkers in specialized disciplines. We see it as a metaphor marketplace and believe that metaphors shared across disciplines 'further' human understanding. The project is an economic experiment in investing in social capital. Further conducts weekly lunches and bi-weekly dinners.

  Further's annual budget is $85K

e. Russian and Chinese Editions
- One of our greatest unrealized plans is the publication and development of Chinese and Russian editions of early Whole Earth Catalogs. We believe that these projects would have a catalytic effect on social, cultural and technological development.

  We have not developed budgets for these projects.

Financing

a. Catalog Publication Royalty Futures
- We are considering offering 200 shares of a pool of 30% of the royalties from sales of the North American edition of the Millennium whole Earth Catalog. Priced at $600, a share would break even at sales of approximately 325,000 units. The upside potential is quite high.

b. Other Catalog Related Partnerships
- Ill defined, but obvious, are partnerships in the various international and alternative media distribution projects.

c. New Magazine Start-ups: Point Quarterly (PTQ)
- PTQ and Kidzlab will require a startup partner. Estimated startup costs are $200K initially for each venture with an infusion of $100K annually for five years. We envision profitability at the end of five years.

As you can see, there are many opportunities for partnership, sponsorship or support within Point's strategic plan. I'm really looking forward to talking with you again and hope to build a long term relationship.

Yours,

_____

John Sumser
Executive Director, Point Foundation
415.332.1716

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Point Foundation Overview

Purpose

The Point Foundation is committed to accelerating the expansion of human effectiveness. We believe that a cross-disciplinary, systems oriented, comprehensivist perspective is *the* critical adaptation that the human species must make as a whole and as individuals. Point is the original source of four oft repeated contemporary cultural maxims:

- Think globally, act locally;
- Information wants to be free;
- Practice random acts of kindness and senseless acts of beauty; and
- Do the right things and the money will follow.

Underlying Point's purpose is a unified set of principles emphasizing common courtesy; money as means, not ends; a global view; personal responsibility and discipline; evolutionary design; a deep belief in the potential of individuals and the importance of quality tools.

History

Originally founded as the Portola Institute in 1966, Point Foundation is the umbrella organization that published the *Whole Earth Catalogs*, *The Coevolution Quarterly*, *The Whole Earth Software Review*, *The Big Rock Candy Mountain* (an alternative education magazine), *The Whole Earth Ecolog*, *Signal: A Whole Earth Catalog of Electronics*; *Helping Nature Heal*, *Soft Tech*, *Two Cybernetic Frontiers*, *The Fringes of Reason*; *The Whole Earth Software Catalogs* and *Whole Earth Review*. Point founded and operated the WELL (Whole Earth 'Lectronic Link) from 1984 until its sale it 1993.

Over 7 million copies of Whole Earth publications have been sold world wide.

Begun as an alternative education foundation, Point is a 501 (c) 3 California Non-Profit Corporation. The original intent was to provide a clearing house and physical center for a variety of alternative approaches to education. In the early days, radical student governments, teachers, PTAs, home schoolers and Summerhillians all met in Point's facilities in Menlo Park, CA.

Over the years, many highly profitable businesses have been spawned by Point:

- We are credited with beginning the independent publishing industry in Northern California;
- Whole Earth Provisioning in Austin Texas is a thriving 25 year old chain of Department Stores;
- The mountain bike was conceived and popularized by Point;
- Electronic On Line conferencing has had its most enduring experiment with the WELL
- Whole Earth Access in Berkeley, CA began its life as a Point experiment
- Real Goods in Ukiah, CA has turned our approach to Alternative Energy into a thriving business
- Ag Access has turned our approach to Agriculture and Land Use into an information business

A cultural and economic incubator, Point operates at an interesting conceptual intersection. Driven by Systems theory, the fundamental intellectual question of the enterprise has been the reconciliation of Cybernetics and Biology. The tension inherent in this debate has been the impetus for our forays into a far reaching series of explorations of Technology (human, social, mechanical, digital and environmental). Questions like these rapidly show the limits of contemporary educational practice, thus our abiding interest in learning. With an eye for pragmatic answers, Point has consistently focused on answering the question "How?". Point operates as a radically distributed think tank.

Millennium Whole Earth Catalog

Synopsis

Under a contract with Harper Collins (San Francisco), we are producing another ***Whole Earth Catalog.*** At 384 pages, the book offers hope as an antidote to the general cultural malaise of our times. Howard Rheingold (*Virtual Reality*,*The Virtual Community* and editor emeritus at *Whole Earth Review*) has assembled a team of alternative experts in fields ranging from Whole Systems to backyard biodiversity. The team has developed a broad collection of material for 'going back to your life'. Each item reviewed in the ***Catalog*** represents the best available book, tool or idea. As usual, information about obtaining all reviewed items is provided with each review.

The general areas of coverage are:

- ***Whole Systems*** (bathtub radio telescopes to the Tao Te Ching; Bucky Fuller to Creativity software)
- ***Sustainability*** (bioregions to stream restoration; native cultures to ethnobotany)
- ***Community*** (organization to projects; success stories to conflict resolution)
- ***Medical Self-Care*** (alternative medicines to online diagnostics; Prozac to 12 Steps)
- ***Spirituality***..(Buddhism to sufism; Paganism to Islam)
- ***Nomadics*** (Ecotourism to bikes; world music to hopping freights)
- ***Livelihood*** (Drucker to Sylvia Porter; organizational transformation to starting a business)
- ***Family*** (educational software to discipline; video family trees to aging)
- ***Political Tools*** (Saul Alinsky to computer organizing; lobbying to terrorism)
- ***Learning*** (toys to Berlitz; kites to robot Lego)
- ***Questioning Technology*** (appropriate tools to Internet; alternative transportation to architecture)
- ***Media*** (zines to desktop publishing; media critique to electronic freedom)

In all, 1500 items are reviewed in detail and another 1200 are included as recommended resources. Underlying each review is the idea that an individual action can make a difference.

By the end of June, the book had received advance orders in excess of its original print run of 150,000. Additionally, the Quality Paperback Book Club (QPB) has made a commitment to run the Catalog as its primary selection in November.

Objectives

The objective of the ***Catalog*** is to revive hope by providing an encyclopedia of examples of projects, success stories and the tools necessary to recreate them. We will demonstrate that Whole Earth's values and principles (access to tools, a comprehensive perspective, lifelong learning, personal experimentation, discipline) have translated well over the 27 years of our existence. The content changes with the times. The underlying principles remain stable.

Internally, we plan to use the ***Catalog 's*** momentum (both financial and public relations) as leverage. Within the next two to three years, we plan to convert Point into a major content provider.

Target Audience

The *Catalog 's* audience is 30 to 55 year old, generally white, more male than not, more urban and suburban than rural. We've specifically targeted:

- Utne Reader's Audience (200,000)
- Politically Active Suburbanites (100,000)
- Early Technology Adopters (350,000)
- Environmental Activists (100,000)
- Institutional Strategic Thinkers (managers in Marketing, Advertising, Planning, Sales) (225,000)
- Liberal Knowledge Professionals (Consultants, Trainers, Librarians, College Faculty) (225,000)
- Small Business Owners (200,000)
- Liberal Home Educators (100,000)
- Non Traditional Spiritual (200,000)
- Global Adventurers (eco tourists, fans of world music, sociologists, anthropologists) (150,000)
- Totemists (nostalgia buyers) (100,000)

There is an inherent overlap between some of the categories. The target numbers represent the subset of each group who are likely buyers (20%). In general, this group has children. It is bifurcated; approximately 30% of the group have finished child rearing. The two largest financial concerns of the group are education and retirement.

In general, the audience consists of early adopters of new cultural and technical trends with the economic means to do so. We estimate a median household income of $60K/year. There is a statistically significant subset (25%) who have a lifestyle with optimized discretionary income but household income in the $30K range.

Schedule

July 1, 1994	Copy Complete, Shipped to Harper Collins for Galleys
July 15, 1994	Final Copy to Harper Collins
August 15, 1994	Completion of British Rights Sale
October, 1994	Copies appear in bookstores
November 1, 1994	Publication Date
March 15, 1995	First Royalty Check (Based on sales thru January 31, 1995)
September 15, 1995	Second Royalty Check (Based on Sales thru July 31, 1995)

Financial Parameters

The contract with Harper included an advance against royalties of $375,000. Royalty cash flow is driven by the $30 cover price:

a. 1 to 50,000 copies: 7 1/2%
b. 50,001 to 100,000 copies: 8 1/2%
c. In excess of 100,000 copies: 10%

The QPB agreement provides cash (net $12,000 to Point) and an 8% royalty on all copies of the ***Catalog*** sold thru QPB. The QPB club price will be $25.

Point has made an additional out of pocket investment of $650,000. Therefore, the project will begin returning a positive cash flow at about 200,000 units. Point will break even on its investment at 375,000 units

We conservatively forecast sales of approximately 300,000 units. This is 15% of our target market. Sales performance depends on a range of uncertainties including reviewer reaction, price sensitivity, promotion and global economic factors.

Prior ***Catalog s*** have performed in a range from 1.2 million units (1971) to 800 thousand units (1981) to 75 thousand units (1986). The factors that drove market performance performance included publisher's support, national political climate and a 'catching the wave' dynamic. None of the previous ***Catalog s*** had a focused publisher's marketing plan, an early sell out of the first printing or a placement with a national book club.

Catalog as Funding Source (Advertising)

The ***Catalog*** is Point's central financial and public relations leverage tool for the mid 1990s. We will use it to generate cash from advertising, additional right sales, royalties and follow on book projects. We also intend to convert the public relations bonanza into increased magazine circulation, enhanced credibility for Point as an institution, two magazine startups and a variety of other projects. We expect the ***Catalog*** to provide the momentum required to establish Point as a respected content supplier in a world awash in content distribution schemes.

To date, two advertisements have been placed in the ***Catalog*** . Each is a performance based contract with cost to the advertiser directly tied to customer acquisition costs. The governing principle is context based risk sharing.

The WELL (Whole Earth 'Lectronic Link) has commissioned a bind in card. Terms of the agreement are: $5,000 upfront, $1.25 per inquiry generated by the card, and $20 for each new customer.

Real Goods (a supplier of alternative energy products) has also commissioned a bind in card. Terms of the agreement are: $10,000 upfront (as an advance against performance) and $3.50 per new customer. If the advance exceeds performance, the remainder will be used to purchase advertising in *Whole Earth Review.*

At this writing, a final ad placement (inside back cover, full page) is being solicited from several potential advertisers. Terms for the placement are $195/1000 with a guarantee of 200,000 copies. Additional volume will be handled by agreement and is payable when certified unit sales numbers are available. In all cases, sales under 200,000 units will be offset with advertising in the *Whole Earth Review* Pricing is as follows:

a.	200,000 units	$39,000
b.	300,000 units	$58,500
c.	Each additional 100K units	$19,500

A performance advertising contract is possible. The principle governing the price of performance advertising is the development of a relationship between Point's risk (discount on ad rate), customer acquisition costs for the advertiser, and a forecast response rate.

The following table is an example of a possible structure for a performance based advertising contract.

Discount	Upfront CPM	Upfront Fee (200K units)	Performance adder per active customer
10.00%	$175.50	$35,100.00	10% of customer acquisition cost
20.00%	$156.00	$31,200.00	20% of customer acquisition cost
30.00%	$136.50	$27,300.00	30% of customer acquisition cost
40.00%	$117.00	$23,400.00	40% of customer acquisition cost
50.00%	$97.50	$19,500.00	50% of customer acquisition cost
60.00%	$78.00	$15,600.00	60% of customer acquisition cost

Acquisition cost is whatever he industry norm for customer acquisition is within the advertiser's industry. By sharing risk in equated percentages, we imagine risk partnering in performance based advertising.

Funding: Royalty Futures

Point is also considering offering a pool of shares in the royalty stream. Our investment in the ***Catalog*** has created a near term liquidity problem. 30% of the royalties from North American retail sales of the book will be subdivided into 200 shares for purchase by staff, volunteers and a selected subset of investors. Each share is worth .15% of Point's net royalties generated by sales of the Catalog in North America. Priced at $600/share, an investor would break even at about 325 thousand units. Actual performance of the shares (as a function of sales volume) is contingent on a broad range of distribution factors. Cash resulting from rights sales is specifically excluded from this model.

As in any highly speculative financial offering, the upside potential is quite high. The breakeven point for the investment is correspondingly aggressive. The following table summarizes share performance in a simplified scenario.

Sample Price and Return Data For 1 Share (.15%) of Catalog North American Royalty Stream

Sold	Royalty	Cover Price	Royalty Total	Balance	1 Share 30%
50000	7.50%	$30	$112,500	($262,500)	($394)
100000	7.50%	$30	$225,000	($150,000)	($225)
150000	8.50%	$30	$352,500	($22,500)	($34)
200000	8.50%	$30	$480,000	$89,250	$134
250000	10.00%	$30	$630,000	$216,750	$325
300000	10.00%	$30	$780,000	$344,250	$516
350000	10.00%	$30	$930,000	$471,750	$708
400000	10.00%	$30	$1,080,000	$599,250	$899
450000	10.00%	$30	$1,230,000	$726,750	$1,090
500000	10.00%	$30	$1,380,000	$854,250	$1,281
550000	10.00%	$30	$1,530,000	$981,750	$1,473
600000	10.00%	$30	$1,680,000	$1,109,250	$1,664
650000	10.00%	$30	$1,830,000	$1,236,750	$1,855
700000	10.00%	$30	$1,980,000	$1,364,250	$2,046
750000	10.00%	$30	$2,130,000	$1,491,750	$2,238
800000	10.00%	$30	$2,280,000	$1,619,250	$2,429
850000	10.00%	$30	$2,430,000	$1,746,750	$2,620
900000	10.00%	$30	$2,580,000	$1,874,250	$2,811
950000	10.00%	$30	$2,730,000	$2,001,750	$3,003
1000000	10.00%	$30	$2,880,000	$2,129,250	$3,194
1050000	10.00%	$30	$3,030,000	$2,256,750	$3,385
1100000	10.00%	$30	$3,180,000	$2,384,250	$3,576
1150000	10.00%	$30	$3,330,000	$2,511,750	$3,768
1200000	10.00%	$30	$3,480,000	$2,639,250	$3,959

Actual share values will be determined by the various methods used to achieve sales volume.

Whole Earth Review

Synopsis

Conceived as the quarterly update to the **Whole Earth Catalog**, the magazine has evolved into the single largest newsstand source of book reviews (approximately 400/year). Along with book and tool reviews, the magazine has consistently offered breaking news in scientific, technological and cultural trends. Personal Computers, Virtual Reality, Nanotechnology, Chaos and Complexity, Right Livelihood, Voluntary Simplicity, Biodiversity, Bioregions, Alternative Energy (Solar,Wind, Batteries), Body Acceptance, Whole Systems Thinking, Buckminster Fuller, Gregory Bateson, Electronic First Amendment Issues, Green Planning, The Human Potential Movement, Alternative Education, Radical Honesty, Personal Independence and many other topics have all had their first popular airings in the pages of *Whole Earth Review*.

The overiding editorial perspective of the magazine is the broadest possible vision of technology. With a bare minimum of partisan politics, Whole Earth Review consistently reports new developments in tools: conceptual, scientific, human, political, environmental, mechanical and electronic. The magazine aims to provoke shifts in the prevailing world view by popularizing new techniques and ideas that cause a reframing. In short, the magazine is dedicated to the optimization of human effectiveness.

Currently, *Whole Earth Review* is transforming itself into a broader reach, bi-monthly with advertising. Point believes that the times require a larger distribution of the information contained in the magazine.

Whole Earth Review, alone on the newsstand, refrains from brokering fear and negativity as a means of expanding readership. Uniformly, we only review products, tools and ideas that we can unabashedly recommend. Combined with our deep belief in the capacity of the individual, this makes *Whole Earth Review* a uniquely optimistic and hopeful periodical.

For the past 15 years, the magazine has run an average annual deficit of $300K. This deficit has been offset by Point with revenues and royalties from other projects. In the darkest financial times, additional offsetting cash has been provided by a group of about 12 'angels'.

To date, the magazine has been financed without advertising revenue.

Objectives

- Financing: Make Whole Earth Review self-sustaining by the end of 1996
    - Advertising Revenue: Net $100K / year
    - Circulation increase: 15,000 new subscribers
    - Renewal rate: Maintain at 75%
- Format: Perfect bound, 96 pages, bi-monthly, 20 ad pages, cover price $4.95
- Content: Focused on unifying principles
- Circulation development: Double with controlled circulation, 2% response rate
- Positioning: Magazine for strategic thinkers (paradigm breaker)
  Magazine for lifelong learners
  Magazine for modern explorers
  Indispensable for trend spotters
  Magazine for career changers, entrepreneurs
  Popularizer of new technology (human, mechanical, digital)
- Newsstand Placement: Between Harper's and Atlantic

Target Audience

- White, mostly male, early adopters, 30 - 55 years old, $60K income, with children, left of center

Schedule

- August 1, 1994 — Completed media kit and formal rate card available
- August 15, 1994 — Produce 1995 Editorial calendar
- October 1, 1994 — Introduce advertising
  - Fall issue editorial features
    - Japan: Travel and Politics
    - Millennium Scenarios; Develop your own future kit
    - Music: Making your own, music in the workplace
  - Key Authors: Stewart Brand, Pete Seeger, Mayumi Oda, Futurists
  - Heavy Magazine / Catalog cross marketing
- Fall 1994 — Capitalize on new Catalog publicity
  - Bind in card as subscriptions generator
  - All media interviews get magazine spin....free offer
- January 1, 1995 — Begin Bimonthly publication, first controlled circulation attempt: Organizational development consultants and managers (50,000)
  - Editorial features
    - Progress and tools for the disabled
    - Trends in the workplace (transformations)
    - Kidzlab section/ Kid's rights/ Family changes
    - Key authors: Hazel Henderson, Tom Peters, Peter Senge
- March 1, 1995 — Second bimonthly issue

  Late April 1995 — Celebrity Fundraiser

Financial Requirements

Whole Earth Review will run a deficit of approximately $100K in 1995. We will offset this deficit through a combination of donations, a celebrity fund raiser, cash from Book Royalties. From a cashflow perspective, the toughest months will be July and August (though the start of the year may be tough.

Beginning in the fourth quarter of 1994, the magazine will be segregated as a discrete profit center and held accountable for its performance. We expect the magazine to be self-supporting by the end of 1996

Funding Approach (Advertising)

Beginning with the Fall 1994 issue (October 1), Whole Earth Review will begin to take advertising. Our objective is to have 20 pages of advertising per issue.

Ad Size	CPM	Net Rate 40K Circulation	Net Rate 100K Circulation
Full Page, Premim Position	$50.00	$2,000	$5,000
Full page	$45.00	$1,800	$4,500
Half Page	$25.00	$1,000	$2,500
Third Page	$18.75	$750	$1,875
Quarter Page	$12.50	$500	$1,250
Eighth Page	$7.50	$300	$750

Two circulation volumes are shown: 40,000 paid and 100,000 controlled and paid. The core of our circulation development plan is targeted distribution of the magazine to additional potential subscribers using targeted lists. Advertising prices beginning January 1995 will be at the higher rate.

Point: The Quarterly

Synopsis

Point: The Quarterly (PTQ) will be a small circulation magazine edited by its readers. Imagine a short *Whole Earth Catalog* compiled by the great minds of the time. Inspired by the Dalai Lama's 100 page guest editing of French *Vogue*, *PTQ* will have a single guest editor per issue. We imagine a very high subscription price and a very limited circulation.

Inquiry cards will be bound into the Millennium Whole Earth Catalog to calibrate real market interest.

Objectives

We hope to publish the first issue by Summer 1995 (in time for the American Booksellers Association). PTQ's purpose is to define Point Foundation's credibility and reach as an intellectual powerhouse.

Target Audience

The audience is

Schedule

- December 1994 Begin aggressive solicitation of Advisory Board
- January 1995 Establish interest from bind in card responses
- February 1995 Develop contracts with first four guest editors: Milton Glaser, Colin Powell, Peter Drucker, Richard Baker, Hazel Henderson
- February 1995 Secure startup funding (capital or donation) of $100K

Financial Requirements

Assuming that guest editors can be arranged for an honorarium, the magazine can be run on a budget of $400K.

Subscription Price: $300/year
Subscription Base: 10,000
Advertising: $100K/ year

Kidzlab

Synopsis

Kidzlab is an alternative education program designed by kids for kids. Conducted daily at the Point Foundation offices, Kidzlab is currently a team of 15 children aged 3 to 16 who evaluate books, software, supplies, resources and their internet experience. Currently, the productive output of the group is used as editorial content in *Whole Earth Review.*

Besides teaching the skills of self-teaching, Kidzlab is a radical experiment in the elimination of ageism from the work place. It is our view that children, their concerns, creativity and needs are an integral part of the workplace. Therefore, kids are treated as members of the workplace with the corresponding rights and responsibilities. To further cement the work experience, each child is apprenticed to a professional in the workplace for mentoring in technical skills.

The State of California has proposed increasing the legal age for a driver's license to 18. It is heavily supported by the American Association of Retired People (AARP). Kids view the legislation as legal job discrimination sponsored by the elderly who are in competition for the same jobs.

The family is increasingly a two wage proposition. As a result, kids raise themselves and share a larger burden of responsibility than we've known for several generations.

'Junior Citizens' are developing the cutting edge of tools and a new form of literacy yet the society offers no corresponding increase in rights. The schools system continues to perpetuate outdated notions of gender, literacy and successful social behavior. Kids bide their time in the classroom until they are free to pursue their real work.

Literacy is the effective consumption of media. Rights are a function of responsibility. Kidzlab will celebrate and promote these twin principles in an enterprise that demonstrates their effectiveness.

The members of the Kidzlab team are learning extraordinary skills from planning to desktop publishing to copy editing to phone acquisition of material for review.

Beginning on the 5th of July, our team will be supplemented with 6 inner city kids.

Synopsis: Kidzlab: The Magazine

Kidzlab: The Whole Earth Magazine for Kids attempts to address kids issues in a forum devised by kids for kids. A bi-monthly, 96 page, perfect bound magazine with 20 pages of ads, *Kidzlab: The Magazine* will present book, tool and idea recommendations written by kids for other kids. *Kidzlab: The Magazine* uses the output of Kidzlab combined with

Objectives

Kidzlab will evolve as a laboratory to test several theories:

- Kids can be an effective part of the workplace
- In many disciplines, kids are their own best teachers
- Learning and work can be effectively integrated at any age

Additionally, we hope to develop Kidzlab as a sort of Underwriter's Laboratory for kids

Schedule

- July 1, 1994 — Initial Grant Application Mailings and Followup
- August 15, 1994 — Initial Grant Received from a Software Company
- September 1, 1994 — Completion of First Full Session; Results and Evaluation: 50 Reviews Complete
- September 15, 1994 — Begin Second Session
- March 1, 1995 — Initial Launch (Pullout in the March Whole Earth Review)

Financial Requirements

The Kidzlab annual budget is $100K which includes pay for output for the kids involved. Point has invested $25K in facilities and equipment and is currently covering operating expenses.

Kidzlab: The Magazine will have an annual cost of approximately $500K/year. We are aggressively seeking a partner

Funding Approach

We will approach the major education foundations and software companies for donations. The first wave of grant proposals are being shipped on July 1, 1994

Whole Earth Review: The Radio Show

Synopsis

Whole Earth Review: The Radio Show is currently in production, sponsored in full by Point. The show is a half hour weekly public radio program targeted at the Marketplace / All Things Considered audience.

Hosted by Scoop Nisker (a noted Bay Area radio personality, Buddhist teacher and writer) the show will augment the magazine's content with further reviews, interviews with authors, additional followup on stories. As a weekly show, it will have a higher current events content.

The show will emphasize social responsibility, access to tools, discipline, developments in technology and a watch on the political scene. In Scoop's words, "If you don't like the news, go out and make some of your own."

The show will be distributed as free material through the public radio satellite distribution system. Production and distribution are being handled by David the creative force behind the nationally syndicated Grateful Dead Radio Hour.

Target Audience

- White, mostly male, early adopters, 30 - 55 years old, $60K income, with children, left of center

Financial Requirements

Completion of the design and production of four pilots: $22, 500
Weekly show development and production expense: $7,500

Funds required to complete 1994: $138,000
Funds required for 1995: $400,000

Funding Approach

We are are currently soliciting grant and sponsorships

Whole Earth Catalog: Other Media and Projects

Film/TV

We have begun the initial stages of negotiations for production of a Whole Earth Catalog Film. A non-fiction documentary, the film will trace items reviewed in the Catalog from discovery by the reviewer through Whole Earth to discovery by the reader.

Currently, the range of projects under discussion extend from a 90 minute film to 10 half hour series episodes. We are in discussions with Turner, Sony, Time Warner, Microsoft and QVC.

Because of the video clip usage and the inherent deficits of documentary film, we are trying to limit the discussion to plans that integrate film, CD and electronic rights. We believe that each rights subset is a logarithmic multiplier in an integrated package.

We plan to consummate a contract in the third quarter of 1994. At that time, sponsorships and/or advertising positions will be available.

CD ROM and Electronic Rights

We expect to have a contract to develop the CD/Electronic package within the year. If it is not integrated into an overall media package, we will not break the CD and electronic distribution rights apart.

The Catalog has the potential to be the 'killer app' integrating an encyclopedic CD, online shopping and conferencing. Contemporary models of conferencing and shopping all assume that there is a central information gateway that exacts a toll from users. However, the impetus of the technology is towards radically distributed systems. We envision the central gateway to be the home PC with a series of access nodes supplied by vendors.

This vision of the electronic Catalog assumes that mass customization (the integration of customers into design and distribution) is the actual path that technology will take.We are engaged in side discussions with application developers.

Japan

There is significant interest in a fully Japanese edition of the Millennium Catalog. The Japan section of the Fall issue of the Review is designed to strengthen the basis of the project.

Russia and China

We plan to reissue original Whole Earth Catalogs in Russian and Chinese as partnered cultural development projects. We are currently soliciting partners

Whole Earth Imprint

During August, 1994, we will be packaging and promoting an imprint. We are looking for a three to six book contract with a $500K advance. Possible titles in the series:

The Kids Whole Earth Catalog	The Portable Buckminster Fuller
Questioning Technology	Unplugging: How to Choose the Right Tools
The Whole Earth Management Catalog	The Second Fifty Years

Point Foundation Library Operations

The Point Foundation Library is a national resource that consists of all of the books and tools reviewed in the 26 years of Whole Earth projects. Operations include building maintenance, cataloging, acquisitions and research.

Point Foundation Library Capital Facilities

We intend to purchase a permanent home for the collection

Point Foundation Library Fellows Program

In August, 1994, we will begin a series of weekly fellowships for writers and thinkers. The fellowship consists of lodging and perdiem for a weeks stay in the secluded garden at the Point Foundation library

Synopsis

In 1986, Whole Earth was the first title in the Broderbund CD catalog. Our other media and international projects are designed for maximum impact on the world and increases in Point's credibility as an enduring world changing institution.

Further Institute

Purpose

The Further Institute has two major purposes:

- To develop an intellectual network of 250 Bay Area, 750 National and International members
- To make the world, not the boardroom, the center of Point as an organization.

We believe that within each of the major specialties (Architecture, Biology, Physics, Music, Dance, Sociology, Psychology, History, Chemistry, Literature, Spirituality, Business, Engineering, Mathematics, etc) specialists work with metaphors that are unique to the discipline. Further is a cross disciplinary enterprise designed to move these metaphors across lines of specialization.

Central to Further's purpose is the notion that passion for one's work demands celebration. The objective of our metaphor exchange is to increase the effectiveness of each of our guests in work that they are passionate about. Sometimes, this means helping a guest rediscover his or her passion.

Synopsis: The Salons

Further holds a formal dinner every other Wednesday night. The invited guests have all been recommended based on their accomplishment, intellectual flexibility and passion. There is no agenda for the conversation. The only guideline given participants is a single maxim: "Find solutions, not blame."

Point anticipates no direct benefit from the dinners, but sees this project as a five year investment in social capital.

Synopsis: The Luncheon Network

Each Thursday at 1PM, Further has a luncheon for the Whole Earth staff and interesting people who ask to be invited. There is some overlap between the guest lists. The objective of the lunches is to keep the editorial direction and inquiries at Point focused on the outside world.

Financial Requirements

Further Institute is currently funded by Point with an annual budget of $85K

Funding Approach

We are currently seeking donors.

John:

Commendably well put, sounds good & hopeful. (First time I've seen this stuff as heard it discussed.)

dyslexic scrawl →

How's it going? What's the next move?

-JB